



الجامعة الإسلامية العالمية ماليزيا
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KULLIYAH OF LANGUAGES AND
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CENTRE FOR LANGUAGES AND
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DEVELOPMENT (CELPAD)**

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TOURISM CONFERENCE PAPER (ABSTRACT)

Abstract ID	Authors	Title
Tou/English /ID:25	Siti Nurhayati Khairatun	Exploring Smart Tourism Initiatives Through Experimental Analysis Of Network Performance Testing Apps For Wi-Fi Network In Putrajaya
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Tou/English /ID:82	Khairul Akmaliah Adham Nadiyah Mahmad Nasir Aishath Sinaau Aminath Shaznie Ahmed Munawar	Halal Tourism In Local Islands Of Maldives: Preliminary Findings
Tou/English /ID:84	Khairul Akmaliah Adham Nadiyah Mahmad Nasir	Exploring Attributes Of Tourism Offering Of Taman Sedia, Cameron Highlands: Preliminary Analysis
Tou/English /ID:108	Khairiah Ismail	The Portrayal Of Islam In Mainstream Entertainment Events In Malaysia
Tou/English /ID:140	Nurul Ain Hapiz, Siti Yuliandi Binti Ahmad	Promoting Sustainable Development: Ecotourism'S Multifaceted Role And Economic Demand
Tou/English /ID:141	Nurul Atikah Binti Mohamad Morsaha, Siti Yuliandi Ahmad	Systematic Article Review On Assessing The Economic Impact Of Coastal Tourism On Local Communities
Tou/English /ID:76	Murodjon Matniyozov, Samshul Amry Abdul Latif	Theoretical foundations of Destination image formation

Discourse and visuals used on social media are important factors that influence perceptions and decision-making on tourism activities. In this presentation, the rhetorical and visual strategies, as well as hashtags used by the official Sabah Tourism Board Instagram account are analysed. Specifically, rhetorical strategies are analysed in terms of its communication function while visual strategies are analysed based on main attributes found on an image. Hashtags, on the other hand, were analysed descriptively. The study analysed 100 Instagram posts, and found that many of the posts used rhetorical strategies that aimed to appeal to the emotions of the audience. In terms of visual focus, a majority of the posts had images that featured water, which included scenes from the sea, rivers or waterfall, and from the beach or island. Furthermore, recurring hashtag attributes were centred upon the notion of 'travel'. Based on these findings, some preliminary conclusions are that (1) the Sabah Tourism Board is encouraging tourists to visit the various destinations, experiences, cuisines, and services found throughout Sabah; and (2) the strategies employed in the posts reflected the experience of being authentically assimilated with the tourist object being featured. Future studies should consider other forms of discourse found on social media, such as emojis.

Keywords: Discourse Analysis; Social Media; Tourism

Tou/English/ID:103

Evaluating The Tourist's Memorable Tourism Experiences (Mtes) In Melaka World Heritage Site

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This study focuses on examining the concept of Memorable Tourism Experiences (MTE) in Melaka World Heritage Sites. It explores the various elements and factors that contribute to creating memorable experiences for tourists. However, there is limited research that has been conducted about memorable tourism experiences in Melaka World Heritage Sites. Hence, the aim of this study is analyzing the memorable tourism Experience (MTE) in Melaka world heritage Site. There are three objectives of this study which are to identify the factors of Memorable Tourism Experience, to investigate the Memorable Tourism Experience in Melaka World Heritage Site. and to determine the most influential factor of Memorable Tourism Experience in Melaka World Heritage Site. The research methodology involves collecting data from 117 groups of tourists through surveys. Generally, 77.8 percent of respondents were age around 21 – 30 years old and 67.5 of respondent percent were female. The respondents are all Malaysian The findings reveal the are seven key components of MTE in Melaka World Heritage Sites, such as hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. The outcomes of this study have shown that meaningfulness was considered as the most important factor in influencing memorable tourism experiences in Melaka World Heritage Site. Meaningfulness can contribute to the formation of positive emotions and lasting memories. The results contribute to enhancing the understanding of how tourism operators and destinations can strategically design and deliver memorable experiences to meet tourists expectations and enhance their overall tourism experience.

Keywords: Cultural Tourism; Heritage Tourism; Meaningfulness; Memorable Tourism Experience; World Heritage Sites
